# Community Innovation Challenge Grant and CrossTown Connect

Project Update & Next Steps

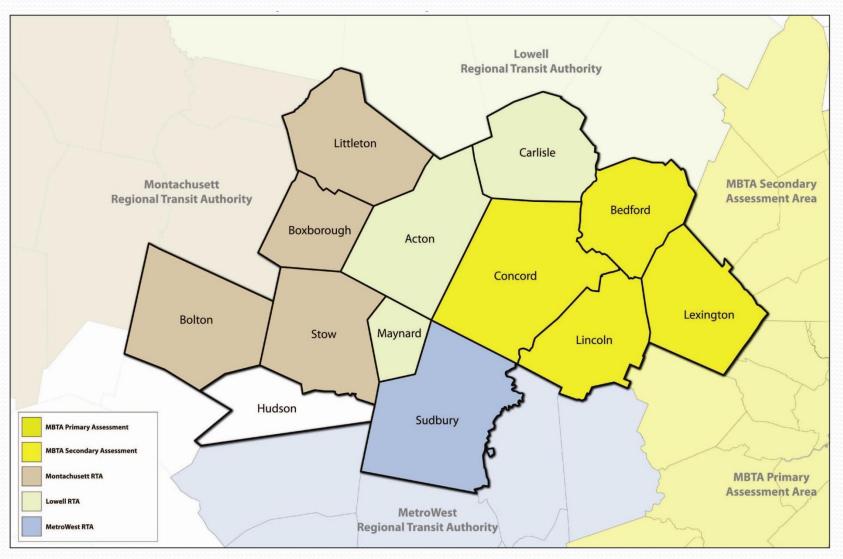
## Regional Transportation Update

- Community Innovative Challenge Grant
  - Challenges
  - Final Report Submitted
  - Transition to Transportation Management Association (TMA)
  - Branding the TMA
    - Name, Tag line and logo
  - Implementation Budget

#### **CHALLENGES**

- Expanding Interested Stakeholders
  - Concord and Westford
  - Cisco, Fiba, Gutierrez Company, IBM & Sam Park Co
- New Model Needs to Fit a Legal Standard
  - Public/Private Partnership
  - Inter-municipal Agreements
- Dispatch Technology
  - Independent Scheduling
  - Dispatcher/Driver Data sharing

#### **Regional Transportation Alliances**



# Community Innovation Challenge Grant

- Final Report
  - The goals of the TMA will address:
    - "Daily needs" trips for area residents such as shopping or medical appointments
    - Traditional commuting from the service area into the immediate Boston area
    - Suburb to suburb commuting
    - Reverse commuting from the immediate Boston area to this service area

#### Transition to TMA

- Inter-municipal Agreement
- 501 (c) 4 -
  - Public Members Only
  - Private Members Only
  - Hybrid Public/Private
- Entity Created By New Legislation
- Existing TMA

- Inter-municipal Agreement
  - Authorized by G. L. c. 40, s 4A
  - Control solely up to towns involved
  - Agreement specifies financial commitments
  - Funding subject to annual appropriation
  - Grants And Gifts May be accepted
  - Difficult to bring in private partners
  - Sustainability heavily reliant on public partners

# •501 (c) 4 – Hybrid Public/Private Partnership

- Not expressly authorized by municipal law
- Towns would share control with private partners
- Public and private partners would pay dues
- Public dues would be subject to appropriations
- Donations not tax exempt but grants can be sought
- Sustainability robust with private and public support
- Addresses most issues identified

- Entity Created by New Legislation
  - Legislation would authorize entity
  - Control would be determined by legislation
  - Costs would be defined by legislation
  - Funding subject to annual appropriation
  - Grants and gifts accepted consistent with IMA statute
  - Legislation passage requires time
  - Will RTA's support legislation?
  - Has potential to address all issues

#### Recommendation

- Inter-municipal Agreement on Steroids
  - Agreements would specify mechanisms for
    - Private support matched to public services
    - Selection of lead community
- Transition to TMA with targeted legislation changes
  - Amend existing IMA legislation
    - Allow formation of public/private TMA
    - Address liabilities/conflict of interest, etc.

#### How to Brand the TMA?

- Brand Name?
  - CrossTown Transit
  - CrossTown Transportation
  - CrossTown Connect
- CrossTown Connect Consensus Choice

#### Consultant Recommended - Tag Lines

- A Collaborative Community Transportation Network
- A Collaborative Community Transportation System
- A Transportation Network Bringing Communities Together
- Tag Lines not warmly received

- Jessica Strunklin 495 Partnership
  - Your Community, Your Transportation, Your Way
  - Consensus Agreement

#### Consultant Recommended Logos?







# What will be the next steps?

- Implement the Three Grant Awards
  - Community Innovation Challenge Grant
    - **\$60,000**
  - Mobility Manager Grant
    - **\$16,000**
  - Dispatch Services Grant
    - \$40,000

#### Community Innovative Challenge 2

- Grant has a four prong focus
  - Identify and seek additional public partners
     Concord and Westford already committed
  - Identify and seek additional private partners
     Cisco, FIBA, IBM, Guitterez Company
     and Sam Park Co letters of support
  - Advance Dispatching Technology
  - Assist in Implementation of the TMA

### Community Innovation Challenge 2

- Contract with ANF signed
- RFP advertised and awarded to TransAction Associates
  - Analyze new partners (Concord and Westford)
    - July through September
  - Advance Dispatch Technology
    - August 1<sup>st</sup> implementation date
  - Operate and Manage CrossTown Connect
    - 6 months at half budget

- Mobility Manager
  - Public and Private Transportation Services
    - Inventory of services
    - Development of Data base
  - Outreach and Information
    - Local Businesses
    - Municipalities

- Dispatch Services
  - Each Town will retain its services
    - Vans
    - Drivers
  - Dispatch hours will be increased
    - Same day scheduling
    - Increase efficiency and effectiveness

- Annual Budget
  - Administrative Expenses = \$92,000
    - Director, support staff, office, programs
  - Marketing Expenses = \$8,000
    - Bike to Work, Promotions/Incentives, Materials
  - Dispatch Operations = \$66,000
    - Central dispatch, software, IT Maintenance
  - Total Budget = \$166,000

Sources of revenues

<ul> <li>Community Innovation Challenge</li> </ul>	= \$27,000
<ul> <li>Mobility Manager</li> </ul>	= \$16,000
• <u>Dispatch Services</u>	= \$44,000
Total	= \$87,000
<ul> <li>6 Private Partners</li> </ul>	= \$27,000
<ul> <li>MassRide Reimbursement</li> </ul>	= \$50,000
• <u>7 Public Partners</u>	= \$27,000
Total	= \$104,000

- Community Contribution?
  - Based on Level of Service
  - Three Categories
    - A 21+ hours of service/day
    - B 10-20 hours of service/day
    - C <10 hours of service/day
  - 9 shares for seven communities
    - \$3,000 per share (\$27,000/9)
      - A = \$6,000
      - B = \$4,500
      - C = \$3,000

- Next Steps
  - Begin 2<sup>nd</sup> CIC Project
  - Finalize Inter-municipal Agreement
  - Reach consensus on financial commitment
  - Data analysis of Concord and Westford
  - CrossTown Connect TMA SERVICES
    - Have started!